

Application No. 10/606,306  
Office Action Dated July 15, 2005  
Response to Office Action Dated August 29, 2005

### REMARKS

Claims 1-23 are pending in the present application. Claim 23 is amended herein.

The Examiner indicates in the Office Action of July 15, 2005 that claims 1-22 are allowed.

Claim 23 is rejected under 35 U.S.C. § 103(a) as allegedly being unpatentable over Ellis (U.S. Pat. No. 3,734,809) in view of Cashel (U.S. Pat. No. 4,598,934). The rejection is traversed and reconsideration is respectfully requested, particularly in view of the clarifying amendment to claim 23.

Ellis is directed to a means for permitting a user to peruse information from a large sheet of paper such as an auto-map and incidentally folding it into a closed position without crumpling or tearing the map. More specifically, a comparatively large sheet of rectangularly shaped paper is provided with reading matter on one or both sides thereof. The sheet of paper is provided with creases. A rubber band is strung through apertures in the sheet between the creases so as to create an accordion-like fold in the sheet when the rubber band is released from tension.

Cashel is directed to a reversible book having a front cover and a back cover and having pages in the form of a sheet in an accordion fold. The sheet is affixed at one end to the front cover and at the other end to the back cover. The book has a ribbon-like element anchored at one end to the front cover and anchored at its other end to the back cover. The ribbon passes through vertical slots in each fold of the sheet. The book has no spine, but is held together by the sheet and the ribbon element, on both sides of each of which may appear illustrations and/or a story. The reader proceeds through the book from front cover to back cover, reading material on the front of the sheet and ribbon. The reader then pulls the back cover around toward him and reads on with the same story or a new story, proceeding from back cover to front cover, reading material which was originally not in view being on the back of the sheet and ribbon first read.

The Examiner believes that Ellis shows a display device with a biasing means for permitting pulling of display plates into an expanded position and for biasing the display plates toward a retracted position. The Examiner also believes that Cashel teaches a foldable display wherein the rear panel is adhesively attached to a support. Cashel, however, is not directed to an expandable and retractable display

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device having means for attaching the rearmost plate to an external support surface (such as a shelf), wherein the attaching means includes adhesive disposed on the rearward surface of the rearmost plate, as is recited in claim 23 of the present application. The claimed structure exposes the adhesive for application to an external support surface. Rather, Cashel is directed to an expandable, reversible book. As mentioned above, Cashel does not show means including an adhesive for attaching a rearmost plate of the book to an external support surface. This is not surprising since Cashel is directed to a book -- not a display device.

The only mention in Cashel of adhesive are anchor means 20 and 22 for attaching a ribbon-like element 22 to covers of the book. As best shown in figures 1, 2, 4 and 6, the anchor means are always disposed on an interior surface of the outer plates of the book (i.e., not disposed on the rearward surface of the rearmost plate). Accordingly, the anchor means is not exposed for attaching the book to an external support surface. Moreover, the anchor means are covered by and adhere to the ribbon-like elements, and therefore cannot be used for attachment to an external support surface even if the configuration of the book taught in Cashel were changed to place the anchor means on the rearward surface of the rearmost plate of the book. In sum, the teaching of Cashel does not materially add to the teaching of Ellis to render claim 23 obvious.

In view of the foregoing, it is respectfully submitted that claims 1-22 are allowed and that claim 23 is in condition for allowance. All issues raised by the Examiner having been addressed, an early action to that effect is earnestly solicited.

No fees or deficiencies in fees are believed to be owed. However, authorization is hereby given to charge our Deposit Account No. 13-0235 in the event any such fees are owed.

Respectfully submitted,

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